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**FOR IMMEDIATE RELEASE**

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**MONROE COUNTY CELEBRATES GRAND OPENING OF  
THE FIRST TEE OF ROCHESTER, NY**

**Rochester, New York (04-05-05)** – Monroe County Executive Maggie Brooks today joined The First Tee of Rochester, NY, Executive Director Sandra Tindale Carl, to celebrate the grand opening of The First Tee of Rochester, NY at Genesee Valley Golf Course. A junior golf demonstration and a putting contest highlighted the event.

“The First Tee exposes our children to a host of positive values that will help them both on and off the golf course. Honesty, integrity, teamwork and good sportsmanship are tools that will assist these young golfers throughout their lives,” said Monroe County Executive Maggie Brooks. “The First Tee helps young people to broaden their horizons by learning new skills. The fact that they do this in the fresh air and sunshine while getting some exercise is a great bonus.”

“This facility is a perfect example of how The First Tee is positively impacting communities across America,” said Jennifer Weiler, Northeast Regional Manager for The First Tee. “The partnership between Monroe County and The Parks Golf Courses has created a positive environment for area youngsters to learn the game of golf and its life-enhancing values.”

A junior golf demonstration showed the unique combination of golf and life skills training. Through the combined efforts of private community foundations, local contractors, volunteers and County support, The First Tee of Rochester, NY will touch the lives of over 600 young people each year.

“The First Tee of Rochester, NY is a model for establishing public and private partnerships that contribute to the well-being of the community,” said Weiler. “Through this support system, the young people of Rochester will be exposed to The First Tee Life Skills Experience and benefit from its character-education curriculum.”

The golf course features an eighteen-hole, par-three and par-four layout with irrigated fairways. Plans are underway to build several new junior tee boxes and add greenside bunkers in 2005.

“Our Chapter was formed in December, 2004 with a core of volunteers who were dedicated to the dream of bringing The First Tee to Rochester, NY,” said Executive Director Sandra Tindale Carl. “Our volunteers have worked to see the dream become a reality and are committed to supporting this initiative for years to come.”

The First Tee is an initiative of the World Golf Foundation. Since its inception in 1997, The First Tee has opened 201 golf-learning facilities and has introduced the game of golf to over 450,000 participants. The focus is to give young people of all backgrounds an opportunity to develop, through golf and character education, life-enhancing values such as honesty, integrity and sportsmanship.

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